

7-1-2011

Lawrence Goes Mobile With New Website

Lawrence University

Follow this and additional works at: <http://lux.lawrence.edu/pressreleases>

© Copyright is owned by the author of this document.

Recommended Citation

Lawrence University, "Lawrence Goes Mobile With New Website" (2011). *Press Releases*. Paper 504.
<http://lux.lawrence.edu/pressreleases/504>

This Press Release is brought to you for free and open access by the Communications at Lux. It has been accepted for inclusion in Press Releases by an authorized administrator of Lux. For more information, please contact colette.brautigam@lawrence.edu.

Lawrence Goes Mobile With New Website

Posted on: July 1st, 2011 by Sheree Rogers



The answer to the question “what’s happening at Lawrence University?” is easily answered via smartphone with the recent launch of a new mobile website: **m.lawrence.edu**



The home view

The debut of the Lawrence University mobile website provides users with easy smartphone access to information that is likely to be used by people who are on or near the campus:

- Menu selections at Warch Campus Center dining locations
- Reference tools and resources from the Mudd Library
- Up-to-date news and a calendar of campus events
- Weather information from Youngchild Hall's weather instruments
- The status of washers and dryers at residence hall laundry facilities

“We wanted to make Lawrence’s website more accessible on a wider variety of computer devices,” said Rachel Crawl, new media and web content coordinator. “As computer screens shrink from the desktop to tablets and smartphones, website content must adjust to fit the tools people are using. Anyone who has tried to access an older website from a smartphone knows how frustrating that experience can be.”

The mobile website is designed for anyone who wants to know more about Lawrence University. Students and prospective students are always the highest priority, but the university hopes greater access to campus information will provide more reasons for Fox Cities residents to visit the Lawrence campus.

The Lawrence University mobile site is now in a beta testing phase and smartphone users are asked to provide feedback via an email link at the bottom of each web page. “We plan to expand the mobile website offerings,” Crawl said. “User feedback will help us make improvements to the site in the future.

The events view



The laundry view

The weather view

